

Population Services International Afghanistan

**Summary Result of FGD
Slogans for MOBY Project
Kabul**

SUMMARY REPORT

November 2003



This Focus Group Discussion was made possible through support provided by the U.S. Agency for International Development Mission to Afghanistan, under the terms of Award No. 306-A-00-04-00508-00. The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of the U.S. Agency for International Development.”

Summary Result of Focus Group Discussion

Slogans for MOBY Project

15-17 November 03

Kabul city

Central Poly clinic in Cinamae Pameer, Qasaba Area and Ahmad Shah Baba
(Arzan Qeemat)

- 2 Group of Dari – speaking men ages 19-50
- 1 Group of Dari – speaking women ages 18-45
- 1 Group of Pushtu – speaking men ages 19-50

Results

The participants in four FGD included the following people: workers, government employees, students, teachers, militaries and house women. They mainly gathered to the nearest clinic for conducting FGD. All slogans translated from Dari to Pushtu for Pushtu speakers.

A. Slogans Pretest:

1. Have fewer children, live a better life:

Majority of participants liked the tone and style of this slogan. Their interpretation was that if you have fewer children, then you will be better off and the family can also manage to educate their children. They also mentioned that if you have fewer children, your family can be healthy.

Women group responded in detail to this slogan: one of them said that we should have 4 children. If it is more than 4 children, then we can't watch every child, it will be difficult for our low salary to manage economic status of our family with more than 4 children. Also they mentioned that if they have fewer children, it will be better for them to give their children good education.

No one was expressed negative opinion about this slogan. Participants in Pushtu FGD said that this is a very good slogan about birth spacing. One of them said that in Afghanistan where the economy was destroyed by internal fighting, families should have fewer children. Otherwise it will be difficult for them to have control over the family situation. One of man said that if the family has good economic situation then he can have more children and it is not difficult for him to have more children but if the family is poor then even they can't handle with one child.

2. Keep your numbers to a limit, keep your happiness unlimited:

Women group: this is right, if you have fewer children that means you have fewer problems with them. Also the word of happiness is very good in this slogan. Majority of women agreed that with fewer children they can make them very clean and happy.

In men FGD (Dari speakers) one of them told that there is a proverb in Pushtu (one child if he has good education is better than 100 who don't have good education or

good educated). They expressed if the family keep the number limited, they can manage with their education, feeding and etc.

Pushtu FGD: one of them said that if you have limited number of children, it will have good impact on health of mother. Others emphasized the economic status of the families.

3. Reduce your numbers, maximize its benefits:

In both men and women FGDs were the same idea about this slogan: if you reduce your number of children, you can make good preparation for their schools and for every thing they need. Only one man said: it is some times good to have more children, if you have more sons, they can work for the family and earn some extra money and if more daughters then it is not good.

In Pushtu FGD the main idea was: if you reduce the number of your children, you can feed the reduced numbers better. Also after they growing well, every of them can bring some benefit to the family.

4. “Be a No. one family”:

All participants in both male and female groups expressed their agreement on this slogan. One of the men said: I am the number one, because after 8 years marriage I have only 2 children and I am happy. A woman said if a family use the condom, then this family is the No. one family. There is no negative statement to wards this slogan.

The same agreement was in Pushtu FGD: one of participants mentioned that if we use the program for child spacing we are becoming the No. one family.

5. “The No. one family is living a new and better life”

“That is right” said by one of participants in women FGD. “If a family have fewer children, then they have good chance for life then who has more children”. Majority of participants told that No. one family will have better life, because they can safe their time and money for the children.

In pushtu FGD also the same idea was expressed by participants.

6. “ The No. one family has more material goods”

All participants in women group expressed their agreement on one thing: if you have fewer children, you will be able to buy more food for the family, buy a good carpet and save the money. Also one of woman said that if you are looking for a house, first the owner of the house asking you: how many children you have? If you have fewer children, easily you can find a house.

Main idea in men (Dari speakers) group was: if you have fewer children, you can save money and buy a car. Pushtu participants also said that: the number one family has a good mental life and they can buy for them TV and other things. Majority of participants emphasized on economical ability of Number one family.

7. “The No. one family is laying strong foundation for Afghanistan”

Only one woman participant from women group said that when we are growing our children, our mother land expect from us to educate our children for good things. If our children becoming doctor or engineer they will help our country.

“That is belongs to the education of your children” expressed by one of man participants. “The No. one family, which has fewer children, can send them to school and make life for them easy. And when they are finishing their education, they became minister and can serve their country and not like me as very poor mason”. Majority of men told that the main idea is to send the children to school. This will grow up responsible civic for Afghanistan.

Pushtu speakers also said that the No. one family has the ability to grow up the educated children. And that is meaning so they laying a strong foundation for the future of our country.

8. “The No. one family is the healthy family”

The main idea which was expressed in all different focus groups by participants was: if there are fewer children, then the family can be care for all of them, but if more children, all of them will get sick and the family must bring them to the doctor and spend more money to buy medicines.

But No. one family can be healthy, because the mother of family is not sick and she can arrange all comfortable and necessary situations for good life.

9. “The No. one family is building a better tomorrow”

One of the women told: that is meaning that the No. one children are not going to destroy the country and they will help to build it, because they are becoming teacher and doctor.

Some of men participants objected to “Armaghan” which was used for translation of “build”. They told that who are illiterate, they can not understand this word. We should translate this word as build “sakhtan”.

In pushtu focus group participants told that the No. one family has time to set all of their children to school and educate them and they will build a better tomorrow for their family and country.

10. “You can be a No. one family, ask your health professional or chemist”

That sounds good: because teacher or others can’t tell you how to prevent from pregnancy, but doctors and pharmacist can guide you in this regards” said one of women participants.

All of participants said that it is better to attend doctor or pharmacist for child spacing, because they can be able to help people. Some of drugs have side effects, for this purpose all people should refer to doctors.

11. “The No. one family that saves money makes money”

“That is right, because of the fewer number of children, No. one family can save more money” said by one of the women participants.

“If the family has three children, they can save the money because there is no need for spending them for 8 children. But for 8 children the family can’t save the money like No. one family”. This was the main idea which was carried out in both Dari and Pushtu speaker’s focus groups.

